

Message Text

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PAGE 01 LONDON 13534 031327Z

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SUBJECT: REQUEST FOR SECOND SHOW PROMOTION OFFICER FOR
LONDON TRADE CENTER

REF: LONDON 9310

1. ALTHOUGH THE EMBASSY INCLUDED A REQUEST FOR A SECOND SHOW PROMOTION OFFICER AT THE TRADE CENTER (LTC) IN FY-77 BUDGET REQUEST, THE EMBASSY URGENTLY REQUIRES POSITION NOW TO CARRY OUT THE FY-76 CCP AND TO MAINTAIN ACTIVITY LEVELS ACHIEVED IN FY-75.

2. IN THE NINE MONTHS SINCE LTC HAS BEEN RE-ESTABLISHED IN NEW SITE, IT HAS PRODUCED AN EXCEPTIONAL RECORD OF PERFORMANCE IN SALES, NUMBERS OF PARTICIPANTS AND VISITORS TO EXTENT THAT IT MAY BE RANKED WITH - OR EVEN ABOVE - OTHER MAJOR TRADE CENTERS. DURING THIS TIME, EIGHT MAJOR SHOWS AND ONE JEEP WERE HELD, INVOLVING 288 PARTICIPANTS, REPRESENTING 415 FIRMS AND PRODUCING OFF-THE-FLOOR SALES OF \$11.1 MILLION AND 12-MONTH PROJECTED SALES OF \$202.5 MILLION. IN ADDITION LTC PARTICIPATED IN TWO INTERNATIONAL TRADE FAIRS, WITH COMBINED OFF-FLOOR SALES OF \$6.7 MILLION AND PROJECTED SALES OF \$113.1 MILLION, AND HELD 96 BSP EVENTS WITH TOTAL OFF-FLOOR AND PROJECTED SALES OF \$101.3 MILLION. OVER 2500 AGENT/REPS WERE APPOINTED OR ARE UNDER NEGOTIATION AS RESULT OF TRADE CENTER ACTIVITY.

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PAGE 02 LONDON 13534 031327Z

3. THIS HIGH LEVEL PERFORMANCE, ACCOMPLISHED WITH A

SMALLER STAFF THAN OTHER COMPARABLE TRADE CENTERS IN EUROPE, CANNOT BE CONTINUED, HOWEVER, UNLESS WE CAN ADD A SECOND SHOW PROMOTION OFFICER. ONLY THROUGH EXTRAORDINARY OVERTIME AND UNDER CONDITIONS OF UNACCEPTABLE STRESS, COUPLED WITH HIGH ABILITY AND DEVOTION TO DUTY, HAS THE SINGLE SHOW PROMOTION OFFICER BEEN ABLE TO MEET HIS RESPONSIBILITIES. THUS MAINTENANCE OF PRESENT LTC PROGRAM WILL BE JEOPARDIZED IF NOT RENDERED UNLIKELY WITHOUT THIS ADDITIONAL OFFICER.

4. AS BACKGROUND WE WOULD NOTE LTC WAS FIRST OF U.S. TRADE CENTERS. THERE WAS NO REAL EXPERIENCE UPON WHICH TO RELY FOR A STAFFING PATTERN, BUT AS OTHER TRADE CENTERS WERE ESTABLISHED IT WAS APPARENT THAT STAFFING REQUIREMENTS EXCEEDED THE PATTERN ESTABLISHED IN LONDON. NOW ALL, IF NOT MOST OF, OTHER TRADE CENTERS HAVE TWO SHOW PROMOTION OFFICERS. LONDON'S STAFFING HAS REMAINED UNCHANGED.

5. WE WOULD ALSO NOTE THESE RELATIVELY NEW FACTORS IN SUPPORT OF SECOND SHOW PROMOTION OFFICER:

(A) WE ARE ALREADY EXPERIENCING NEGATIVE EFFECT OF GREATLY INCREASED FEES THAT EXHIBITORS MUST PAY. THIS, COMBINED WITH FACT THAT MORE AND MORE U.S. MANUFACTURERS ARE DELEGATING PARTICIPATION DECISIONS TO THEIR UK SUBSIDIARIES AND AGENTS, HAS RESULTED IN NEED FOR CONSIDERABLY GREATER EXPENDITURE OF TIME BY THE TRADE CENTER FOR EXHIBITOR RECRUITMENT.

(B) OUR EXPERIENCE IN FY-75 CLEARLY DEMONSTRATED EFFECTIVENESS OF SEMINAR TECHNIQUE IN INCREASING TECHNICAL SOPHISTICATION LEVEL OF LTC AND IN INCREASING ATTENDANCE IN QUANTITY AND QUALITY. WE SHOULD THEREFORE HAVE SEMINAR FOR EACH EXHIBITION IN FY-76 RATHER THAN ON OCCASIONAL BASIS, BASED ON AVAILABLE MANPOWER, AS WAS THE UNFORTUNATE CASE IN FY-75. ALTHOUGH PLANNING AND ORGANIZING OF HIGHLY PROFESSIONAL SEMINARS EXTREMELY TIME CONSUMING, END RESULTS ARE WELL WORTH EFFORT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LONDON 13534 031327Z

6. A WELL-MOTIVATED JUNIOR OFFICER, NOT NECESSARILY WITH E/C EXPERIENCE, WOULD MEET OUR NEEDS SINCE THIS IS TYPE OF POSITION WHICH CAN BE MASTERED BEST BY ON THE JOB TRAINING.

RICHARDSON

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